

(1) Organization of the Rural Electrification Administration

U. S. D. A.

R. E. A.

Administrator's Office

Line (Field) Divisions

Applications and Loans
Engineering
Finance
Management

Staff (Headquarters) Divisions

Information Services
Technical Standards
Personnel
Administrative Services
Legal (U.S.D.A. Solicitor's Office)

(2)

REA Lends Money to Co-ops

For Co-op development:

Line Construction
Office and Maintenance Equipment
Headquarters Buildings
Generating Plants
Transmission Lines

For consumer purchasing:

Home and Farm Wiring
Water Systems and Plumbing
Electric Home Appliances
Electric Farm Equipment

(3)

Organization of an REA Co-op

Co-op Membership

Attorney

Board of Directors

Board Committees

Engineer

Manager

Wiring Inspector

Office

Maintenance

Education

Bookkeeper

Line Foreman

Agricultural Engineer

Secretary

Linemen

Home Economist

Cashier

Ground Men

Volunteers:

Clerks

Store's Clerk

Educational Committee

Community and

neighborhood leaders

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Co-op Principles

1. Open membership (area coverage).
 2. Democratic control (each member has 1 vote).
 3. No profits to investors (only interest on REA loan).
 4. Service at cost (excess payments credited to patrons as capital).
 5. Political, racial, and religious neutrality (avoid controversy).
 6. Cash trading (credit business means losses).
 7. Education in cooperation (no safety without informed members).
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(5)

A Successful REA Co-op

1. Serves everyone in the rural area.
 2. Is ahead on its loan repayment.
 3. Has high average KWH consumption.
 4. Has few minimum users.
 5. Has no delinquent accounts.
 6. Enjoys wholehearted member support.
 7. Has good annual meetings.
 8. Gets full community support.
 9. Is an outstanding community enterprise.
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Advantages of Co-op Service

1. Service to all (no unserved pockets).
 2. Service at cost (excess receipts credited to patrons as capital).
 3. Low cost service (through economies in financing, construction, non-profit operation).
 4. Consumers pay for lines only once (paying back REA loan).
 5. Consumers will own system (when REA loan is repaid).
 6. Full local control by co-op members (a real community enterprise).
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How REA Co-op Success is Assured

1. Intelligent direction by a conscientious board.
 2. Efficient operation through good management.
 3. Member education in co-op functioning.
 4. Member education in putting electricity to use.
 5. Assistance to members in getting needed equipment.
 6. Rates no higher than necessary.
 7. Policy of full area coverage.
 8. Cooperation with civic and educational groups.
 9. Building good public relations.
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Specific Desirable Activities

1. Interesting and informative newsletter.
 2. Press and radio publicity.
 3. Community and neighborhood meetings.
 4. Planning annual meetings members will come to.
 5. Displays and demonstrations of farm and home equipment.
 6. Working with schools and youth groups.
 7. Developing interest in new rural industries.
 8. Promoting community improvements.
 9. Taking REA co-op story to townspeople in area.
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A Good REA Co-op Member

1. Learns about his co-op rights and responsibilities.
 2. Comes to meetings and makes his vote count.
 3. Reads meter and pays bills promptly.
 4. Reports outages and line trouble promptly.
 5. Gives full cooperation to co-op staff.
 6. Reads newsletters, etc. carefully.
 7. Learns to be safety-minded.
 8. Puts electricity to maximum use on farm and in home.
 9. Knows how to answer unfair attacks on co-op.
 10. Works for service to all on an area basis.
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